

Padgett, John A

From: Padgett, John A
Sent: Thursday, June 19, 2008 9:04 AM
To: 'cgilgenbach@mmm.com'
Subject: FW: Emailing: ap_license_plate_080430_mn.jpg

Cam,
Please read the attached email. Contact me if you have any questions. Thanks
JP

From: Earley, Jr., Jimmy E.
Sent: Wednesday, June 18, 2008 2:15 PM
To: Padgett, John A
Cc: Devlin, Lotte; Tucker, Cassandra A; Adams, Marcia S; Lake, Steven
Subject: FW: Emailing: ap_license_plate_080430_mn.jpg

Johnny,

Please send the attached email picture to 3M and ask if their artist can use this as a basis for creating one or two designs for us to review.

We think that there should be only one more neutral background color (like light blue), rather than the rainbow or sunrise effect, that the I BELIEVE appear at the top of the plate, and South Carolina at the bottom, and that all text appear in black or dark blue (based on our experience with legibility issues).

Thanks

From: Earley, Jr., Jimmy E.
Sent: Wednesday, June 18, 2008 1:55 PM
To: Devlin, Lotte
Cc: Adams, Marcia S; Parks, Beth S; Padgett, John A; Lake, Steven
Subject: Emailing: ap_license_plate_080430_mn.jpg

Beth found the picture of the Florida "I Believe" plate. To get things moving, let's ask 3M to use this as a baseline and come up with one or two designs. What do you think?

